

## Message Text

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PAGE 01 STATE 197605  
ORIGIN AGRE-00

INFO OCT-01 NEA-10 ISO-00 CIAE-00 COME-00 EB-08 INR-07  
LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /049 R

DRAFTED BY AGRIC/FAS/ETSD:LEMOE;HJ  
APPROVED BY NEA/ARP:JRCOUNTRYMAN  
AGRIC/FAS/ETSD:WFDobbins  
AGRIC/FAS/FMD:JDMINYARD  
AGRIC/FAS/AA:VELANIER  
AGRIC/FAS/MSD:ERBEVIS  
-----113225 200537Z /23

R 191634Z AUG 77  
FM SECSTATE WASHDC  
TO AMEMBASSY JIDDA  
AMEMBASSY KUWAIT  
AMEMBASSY MANAMA

UNCLAS STATE 197605

E.O. 11652:N/A

TAGS: EAGR XF

SUBJECT: AGRICULTURAL TRADE SHOW, NEW ORLEANS

1. THE SOUTHERN UNITED STATES TRADE ASSOCIATION (SUSTA),  
A NON-PROFIT ORGANIZATION OF DEPARTMENTS OF AGRICULTURE IN  
15 SOUTHERN STATES, WILL BE HOLDING ITS 3RD INTERNATIONAL  
FOOD AND AGRICULTURAL SHOW AT NEW ORLEANS, LOUISIANA,  
FEBRUARY 16-18. THIS IS LARGEST FOOD EXHIBIT IN US DEVOTED  
EXCLUSIVELY TO FOREIGN MARKET. APPROXIMATELY 100 EXHIBITORS  
WILL DISPLAY EVERY CONCEIVABLE TYPE OF FRESH, FROZEN, CANNED  
AND DEHYDRATED FOOD PRODUCT. THIS WILL INCLUDE MEAT,  
POULTRY, SEAFOOD AND ALL TYPES OF GROCERY ITEMS. THERE IS  
NO REGISTRATION FEE FOR FOREIGN VISITORS. SUSTA WILL GLADLY  
MAKE ARRANGEMENTS FOR GUESTS TO VISIT PROCESSORS AND/OR  
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GROWERS OF ANY PRODUCT OF INTEREST. SUSTA IS PARTIALLY  
FINANCED BY US DEPT OF AGRICULTURE.

2. JOHNNY WHITWORTH, DIRECTOR OF INTERNATIONAL TRADE,  
GEORGIA DEPT OF AGRICULTURE, WILL BE VISITING MIDDLE EAST  
SHORTLY TO PROMOTE SUSTA SHOW AND MAKE DIRECT PERSONAL  
CONTACT WITH FOOD IMPORTERS. IT WILL BE GREATLY APPRECIATED

IF ASSISTANCE CAN BE PROVIDED IN ARRANGING MEETING BETWEEN WHITWORTH AND PRINCIPAL FOOD IMPORTERS IN YOUR AREA. SUGGESTED DATES AND TIMES FOR SUCH MEETINGS ARE AS FOLLOWS:

SEPT 26 - JIDDA - 11 AM; SEPT 29 - RIYADH - 11 AM;  
OCT 2 - MANAMA - 11 AM; OCT 5 - KUWAIT - 10:30 AM.

3. WHITWORTH'S ITINERARY FOLLOWS: ETA JIDDA SEPT 26 2250 HOURS AND ETD SEPT 28 0830 HOURS; ETA RIYADH SEPT 28 0950 HOURS AND ETD OCT 1 0740 HOURS; ETA BAHRAIN OCT 1 0840 HOURS AND ETD OCT 4 1455 HOURS; ETA KUWAIT OCT 4 1530 HOURS AND ETD OCT 8 0700 HOURS.

4. WHITWORTH HAVING PROBLEMS OBTAINING HOTEL ROOMS. WE WILL APPRECIATE YOUR MAKING HOTEL RESERVATIONS FOR APPROPRIATE DATES, IF POSSIBLE.

5. PLEASE ADVISE IF MEETINGS CAN BE ARRANGED WITH LOCAL FOOD TRADE ON SUGGESTED DATES AND TIMES. ALSO ADVISE IF YOU CAN OR CANNOT OBTAIN HOTEL RESERVATIONS. VANCE

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## Message Attributes

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**Current Classification:** UNCLASSIFIED  
**Concepts:** TRADE FAIRS  
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**Drafter:** LEMOE;HJ  
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**Executive Order:** N/A  
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**Subject:** AGRICULTURAL TRADE SHOW, NEW ORLEANS  
**TAGS:** EAGR, ETRD, XF, US  
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**Type:** TE  
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**Review Markings:**  
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